



CONTRACT NO: 15-04-07-02

Marketing, Advertising and Design Services – DSU at Wilmington

Bid packets must be received by
3:00 p.m.,
April 24, 2015

Delaware State University
Room 321
Administration Building
1200 North DuPont Highway
Dover, DE 19901-2277

Point of Contact
Jessica Wilson
(302) 857-6272
(302) 857- 6278 (FAX)

TO: ALL BIDDERS

The enclosed packet contains a “REQUEST FOR PROPOSAL” for Marketing, Advertising and Design Services for Delaware State University (DSU) at Wilmington that could integrate with DSU Online which will promote the same graduate programs being offered at the Wilmington site. This should allow for synergies between the two programs. The bid consists of the following documents:

INVITATION TO BID – CONTRACT NO. 15-04-07-02

1. Definitions and General Provisions
2. Special Provisions, Invitation to Bid, and Scope of Work
3. Bid Reply Section
 - a. Non-Collusion Statement and Acceptance
 - b. Bid Reply Section

Your bid and the Bid Reply Section must be executed completely and correctly and returned in a clearly marked envelope by 3:00 p.m., April 24, 2015, to be considered. Please submit copies of your response as:

- Soft copy: One set on a CD
- Hard Copy: One original and four copies

Submittals and requests for information relative to this Request for Proposal should be addressed to:

Jessica Wilson
Delaware State University
Administration Building, Room 321
1200 North DuPont Highway
Dover, DE 19901-2277
Phone: (302) 857-6272, Fax: (302) 857-6278
Email: jwilson@desu.edu

Minority Business Enterprise (MBE) and Women Owned Business Enterprise (WBE) will be afforded full opportunity to submit bids and will not be subject to discrimination on the basis of race, color, national origin, or sex in consideration of this award.

Delaware State University reserves the right to extend the time and place for the opening of bids from that described in the advertisement, of not less than two (2) calendar days’ notice be certified delivery, facsimile transmission, or by verifiable electronic means to those bidders who obtained copies of the plans and specification or contract descriptions. Delaware State University reserves the right to reject any and all items, bids and waive all informalities.

TIMELINES AND SCHEDULES *

Task(s)	Date
RFP issued by the University	April 7, 2015
Deadline for advance RFP Questions (Noon EST)	April 14, 2015
Answers to RFP questions available online	April 17, 2015
Proposals due (3:00 p.m. EST)	April 24, 2015
Notification of Award	April 30, 2015

* Each date subject to change

SECTION 100.00 BID GENERAL INFORMATION:

Whenever the following terms are used, their intent and meaning shall be interpreted as follows:

State:	The State of Delaware
Board:	The Delaware State University Board of Trustees
University:	The Delaware State University
Designated Official:	The person authorized to act for the Delaware State University Board of Trustees
Inspector:	Individual authorized by the University to act as its agent to inspect any feature of the material or work entering into the contract
Bidder:	Any individual, firm or corporation submitting a bid in the proper required form for furnishing the material and/or accomplishing the work as specified and acting directly or through a duly authorized representative
Contractor:	Any individual, firm or corporation with whom a contract is made by the University
Surety:	The corporate body which bound with and for the contract, or which is liable, and which engages to be responsible for the contractor's payments of all debts pertaining to and for this acceptable performance of the work for which he has contracted
Bid:	The offer of the bid submitted on the approved form and setting forth the bidder's prices for furnishing material and/or performing work described in the specifications
Advertisement For Bid:	The public announcement that the University is inviting bids covering work to be performed or materials or equipment to be furnished
Bid Bond:	The security designated in the bid to be furnished by the bidder as a guaranty of good faith to enter into a contract with the University if the work to be performed or the materials to be furnished is awarded to him
Special Provisions:	Special provisions are specific clauses setting forth conditions or requirements peculiar to the contract under consideration and covering the work, materials, products, or equipment involved in the bid
Contract:	<p>The written agreement covering the furnishing and delivery of materials and/or services which shall consist of the following:</p> <ul style="list-style-type: none">A. Bid by firm or individual furnishing materials and/or servicesB. Agreement by the vendor to abide by all terms, conditions, specifications, and addenda (Sect 100, 200, 300, 400 inclusive) of the bidding documentsC. Approved University purchase order
Performance, Labor & Material Payment Bond:	The approved form of security furnished by the Contractor and his surety as a guaranty of good faith on the part of the contractor to execute the work in accordance with the terms of the Special Provisions.

INTRODUCTION/PURPOSE:

Delaware State University has an need for Marketing, Advertising and Design Services that will add value and provide support our site in Wilmington, Delaware that we refer to as DSU at Wilmington and for our (initial) DSU Online Programs . This may include the following additional services: market research, media planning and branding. Our goal is to increase awareness and interest in enrolling in graduate programs offered by the University. Thorough knowledge of the University's style guide and graphics manual will be expected. Through this process, the University seeks to achieve best-in-class for all classes listed in conjunction with competitive pricing/cost. Delaware State University intends to work in partnership with the vendor to improve service levels on a continuous basis, and to redefine demand, thereby eliminating unnecessary expenses. In turn, the University expects its vendors to strive to reduce their own operating costs and to offer competitive pricing with a high standard of service.

It is the goal of this Request for Proposal to identify a vendor and execute a contract to implement Marketing, Advertising and Graphic Design Services as stated above for both DSU at Wilmington and for the Online Programs.

GUIDELINES:

Offerors proposal must respond to each and every requirement outlined in the RFP in order to be considered responsive. Proposals must be clear and concise.

Offerors submitting proposals may be afforded an opportunity for discussion and revision of proposals. Revisions may be permitted after submission of proposals and prior to award for the purpose of obtaining best and final offers.

Negotiations may be conducted with responsible offerors who submit proposals found to be reasonably likely to be selected for award. The contents of any proposal shall not be disclosed so as to be available to competing offerors during the negotiation process.

The successful firm(s) or individual must be aware of Delaware State University's goals and have experience working with a non-profit or institution of higher education. Examples of this ability should be cited in the proposal and materials submitted. The successful firm(s) should demonstrate the ability to handle multiple projects simultaneously.

REQUIREMENTS OF THE OFFEROR:

The purpose of this section is to assist in determining the ability of the organization to provide the services described in this RFP. The response should contain at a minimum the following information:

- Brief history of the organizations, including accreditation status, if applicable.
- Applicant's experience, if any, providing similar services. At least three references are required.
- Financial information (balance sheets and income statements, Dun & Bradstreet report) for the past three years.
- Describe the methodology/approach used for this project including a work plan and timeline.
- A list of employees who will be assigned to this project and their related experience.
- A list of equipment and software to be used in the completion of advertising and graphic design assignments under this contract with details of the following:
 - How long have you been involved with this technology?
 - What graphical language (e.g., PostScript), software packages, scanning equipment, and computer hardware do you have in-house? Are you familiar with Drupal? Do you know HTML? Do you use InDesign software?
 - Required Equipment/Software: Quark version 8 or higher, Pitstop and Creative Suite 4 or higher. All vendors must have Mac and PC capabilities, MS Office Suite 2003 and higher.

- Three (3) hardcopy samples of work completed for other customers in each scope of work covered by this RFP should be submitted with the proposal.

Additional Requirements of contractor:

1. All materials provided to the vendor during execution of this contract shall be kept confidential.
2. From time to time, the vendor will be required to meet with Delaware State University representatives, at the University's convenience, to discuss marketing/advertising/design alternatives and options. Reasonable costs for travel are permitted.
3. Design layout work will be done with consideration to minimizing costs, ensuring the ability to use cost efficient methods of printing.
4. All productivity and quality standards as well as turnaround timeframes established by the University must be met or exceeded during the execution of this contract. Delaware State University expects tight turnarounds on all its P.O.'s, where turnaround is measured from delivery of specifications to delivery of a print/web-ready copy. The University expects its vendors to deliver simple and complex products. Any increase of expense must be approved prior to being incurred.
5. Any vendor selected will be expected to adhere to the University's stringent quality requirements. Failure to comply with quality requirements may result in non-payment and/or termination of the relationship with the vendor.
6. Content Integrity. Proper content integrity must be maintained at all times. It is unacceptable for any job to contain any content integrity errors, which include, but are not limited to, typos, misspellings, missing text or graphics, incorrect pagination, or incorrect information (e.g., material from another job). Such errors would, at a minimum, require critical rush job replacement, and may lead to termination of the relationship with the vendor.
7. Production Quality. All print material & web communications must meet the University's quality standards, which include, but are not limited to color and font matching, clear and legible proofs and print/web ready copy. Final files are expected to match "signed" proofs, including all changes made at final approval and final (native) files will be provided to Delaware State University at the project or campaign's completion.
8. Estimates must be detailed from the contractor to the University. Vendor should notify the University in advance if it appears that there may be overruns.

ABILITY:

A portfolio of previous work that shows examples of your capabilities, creativity, and range of talent must accompany this proposal. These samples will not be returned. Firms or individuals are also invited to include in the proposal any experience, staff resumes, and/or other qualifications that you believe will help you support your bid.

EVALUATION CRITERIA AND SCORING:

Review members will assign up to the maximum number of points listed for each of the criteria listed below. For items having quantitative answers, points will be proportionate to each proposal's response. Items with qualitative answers will receive the average of points assigned by review members.

	<i>Criteria Description</i>	<i>Points</i>
1.	The qualifications and experience of the persons to be assigned to the project. List marketing/advertising/design personnel and credentials	10
2.	The ability to perform the work in the time allotted for the project/campaign as demonstrated by their proposed commitment of management, personnel and other resources. Project Management experience	10
3.	The ability to take marketing objectives and turn into effective campaigns. The work should reflect a strategic understanding of DSU and the needs of the Wilmington site.	10
5.	The price proposal/pricing structure or Total Proposed Cost	25
6.	Example of creative strategy leading to executions	10
7.	Ability to show successful conversions based on marketing/promotion campaigns	10
8.	Submittal of three (3) samples of major brand advertising campaigns (preferably academia)	5
9.	Submittal of one (1) social media campaign sample	5
10.	Ability to perform promotion for online programs	15
	Total Score	===== 100

SCOPE OF WORK DETAILS:

This contract provides for a range of creative work needed to deliver on the creative approach that has already been determined. If selected, the vendor would be given time to familiarize themselves with this existing branding and creative material. The real scope of work involves building specific executions to deliver on determined strategies. This contract covers the following types of services:

1. **E-MARKETING:** Develop an e-marketing campaign series (three mails) targeting potential students for DSU at Wilmington. The campaign should integrate DSU Online into the series and develop additional DSU Online specific campaign email.

Vendor should provide three (3) samples of major e-marketing campaigns managed. Demonstrate metrics tracking success. Demonstrated experience in marketing services listed above should be inclusive in portfolio/response.

2. **DIRECT MARKETING:** Design and development of a pamphlet for marketing employers, corporations, school systems, government offices, government officials and others.
3. **VIDEO ASSETS:** Identify student and alumni brand champions and conduct preliminary interviews to establish strong internal voices that align with the brand positioning attributes DSU wants to promote. Produce video assets for webisodes, social properties and other similar venues.
4. **SOCIAL MEDIA:** Develop a social media plan and refresh existing social media properties in collaboration with DSU's Integrated Marketing Team (Phase 1). Create DSU at Wilmington specific social media properties for Facebook, Twitter, and LinkedIn (Phase 2).

5. **DEVELOP PAID SEARCH COPY:** Develop a paid search program including selecting ad words, writing three creative ad executions and plan the remaining test executions (to be handed off to DSU's Integrated Marketing Team).
6. **DEVELOP ONLINE DISPLAY:** Design and draft copy on two online creative executions. This includes multiple size options as needed, per media plan.
7. **OUTDOOR BILLBOARDS:** Design two outdoor billboards (not including printing cost or delivery).
8. **RADIO SPOTS:** Produce two, 30- second radio spots promoting the DSU at Wilmington location and the five master's degree programs offered at the site.
9. **PERFORMANCE ANALYTICS DEVELOPMENT:** Strategy development and establishment of key performance indicators, performance forecasting for each degree program, and consultation on a website (re)design that supports lead generation.
10. **PERFORMANCE ANALYTICS:** After the performance analytics model is built, the vendor would be expected to provide assessments of campaign performance (both website and CRM data) for actionable campaign insights. DSU would expect reports that evaluate specific marketing tactics based on lead generation volume, the quality of leads produced, cost efficiencies, etc.
11. **SYMPOSIA DEVELOPMENT:** Concept development, planning and public relations for a first symposium that positions DSU as experts in a given field (e.g. social work, education, etc.). This will consist of two-three hour symposiums on a hot issue facing one of DSU's master's program areas. These symposiums position DSU faculty as experts, attracting professionals in the field throughout the region. This effort includes development of a symposium branded look, planning logistical support and public relations before and after the event.
12. **SOCIAL MEDIA MANAGEMENT:** The vendor is expected to provide paid social media management – content development, execution, optimization and reporting throughout Phase 1 and Phase 2 (see social media above).
13. **PAID MEDIA:** Paid search, online display, outdoor placement, paid social media, and radio placements associated with design and development efforts.

Proposals should include account servicing and retainers if proposed separately. Reasonable costs for required travel (at cost) can be considered as a separate item included in the proposal.

SECTION 200.10 EXECUTIVE ORDER 11246

GENERAL COMPLIANCE CERTIFICATE AND AGREEMENT OF VENDORS AND SUBCONTRACTORS

To:

_____ AND ITS SUBSIDIARY CORPORATIONS

EXECUTIVE ORDER 11246

The undersigned Contractor agrees and certifies, unless otherwise exempt, that it is in compliance with the applicable requirement of Executive Order 11246 as set forth below, or will take steps to comply with such requirements prior to acceptance of any order from us. This agreement and certificate shall form a part of, and be deemed incorporated in each order submitted to you for supplies or services exceeding \$10,000 if and so long as required by Executive Order No. 11246 and regulations issued hereunder by the Office of Federal Contract Compliance, Equal Employment Opportunity.

A. EQUAL OPPORTUNITY CLAUSE

During the performance of this contract the Contractor agrees as follows:

1. The Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, or national origin. The Contractor will take affirmative action to ensure that applicants are employed and that employees are treated during employment, without regard to their race, color, religion, sex, or national origin. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising; layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the contracting officer, setting forth the provisions of this non-discrimination clause.

2. The Contractor will, in all solicitations or advertisements for employees place by or on behalf of the Contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex or national origin.

3. The Contractor will send to each labor union or representative of workers with which he has a collective bargaining agreement or other contract or understanding, a notice to be provided by the agency-contracting officer advising the labor union or workers' representative of the Contractor's commitments under section 202 of Executive Order

B. CERTIFICATE OF NONSEGREGATED FACILITIES

Contractor does not maintain or provide for his employees any segregated facilities at any of his establishments, and that he does not permit his employees to perform their services at any location

No. 11246 of September 24, 1965, and shall post copies of the notice in conspicuous places available to all employees and applicants for employment.

4. The Contractor will comply with all provisions of Executive Order No. 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.

5. The Contractor will furnish all information and reports required by Executive Order No. 11246 of September 24, 1965, and by the rules, regulations, and orders of the Secretary of Labor, or pursuant thereto; and will permit access to his books, records, accounts by the contracting agency of the Secretary of Labor for purpose of investigation to ascertain compliance with such rules, regulations, and orders.

6. In the event of the Contractor's noncompliance with the nondiscrimination clauses of this contract or with any such rules, regulations, or orders, this contract may be canceled, terminated or suspended in whole or in part and the Contractor may be declared ineligible for further Government contracts in accordance with procedures authorized in Executive Order No. 11246 of September 24, 1965 and such other sanctions may be imposed and remedies invoked as provided in Executive Order No. 11246 of September 24, 1965, or by rule, regulations, or order of the Secretary of Labor, or as otherwise provided by law.

7. The Contractor will include the provisions of Paragraph (1) through (7) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to Section 204 of Executive Order No. 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor. The Contractor will take such action with respect to any subcontractor's purchase order as the contracting agency may direct as a means of enforcing such provisions including sanction for non-compliance; provided however, that in the event the Contractor becomes involved in or is threatened with, litigation with a subcontractor or vendor as a result of such direction by contracting agency, the Contractor may request the United States to enter into such litigation to protect the interest of the United States.

under his control, where segregated facilities are maintained. He certifies further that he will not maintain or provide for his employees any segregated facilities at any of his establishments and that he will not permit his employees to perform their services at

any location, under his control, where segregated breach of this certification is in violation of the Equal Opportunity Clause in this contract. As used in this certification, the term "segregated facilities" means any waiting rooms, work areas, rest rooms and wash rooms, restaurants, and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking foundations, recreation or entertainment areas, transportation and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, creed, color, or national origin because of habit, local custom, or otherwise. He further agrees that (except where he has obtained identical certifications in his files, and that he will forward the following notice to such proposed subcontractors (except where the proposed subcontractors have submitted identical certifications for specific time periods).

C. NOTICE OF PROSPECTIVE SUBCONTRACTORS OR REQUIREMENTS OF NONSEGREGATED FACILITIES

A certificate of Nonsegregated Facilities must be Submitted prior to the award of a subcontract exceeding \$10,000 which is not exempt from the provisions of the Equal Opportunity clause. The

facilities are maintained. Contractor agrees that a certification may be submitted either for each subcontractor or for all subcontracts during a period (i.e. quarterly, semiannually, or annually). Note: The penalty for making false statements in offers is prescribed in U.S.C. 1001.

D. AFFIRMATIVE ACTION COMPLIANCE PROGRAM

Contractor agrees to develop a written Affirmative Action Compliance program for each of its establishments as required by Section 60 140 Title 41 of the Code of Federal Regulations.

E. EMPLOYER INFORMATION REPORT (EEO-1 STANDARD FORM 100)

Contractor has filed standard Form 100, entitled "Equal Employment Opportunity Employer Information Report EEO-1" as required by Section 60-1-7 of Title 41 of the code of Federal regulations.

We are exempt from filing SF 100 (EEO-1) as defined above (check if applicable).

SIGNATURE OF BIDDER

CORPORATE SEAL

BY: _____

ATTEST:

Secretary

SWORN to and SUBSCRIBED before me this ____ day of _____, 20 ____.

City of _____

County of _____

State of _____

My Commission Expires: _____

Notary Public

SECTION 200.9 NON-COLLUSION STATEMENT

Delaware State University
Office of Purchasing
Dover, DE 19901-2275

Gentlemen:

This is to certify that the undersigned bidder

has not, either directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in connection with the bid for Contract No. _____ or any part(s) thereof, submitted to the Delaware State University on the ____ day of _____, 20____.

SIGNATURE OF BIDDER

CORPORATE SEAL

BY: _____

ATTEST:

Secretary

SWORN to and SUBSCRIBED before me this _____ day of _____, 20 ____.

City of _____ County of _____

State of _____

My Commission Expires: _____

Notary Public

SECTION 200.00 PROPOSAL REQUIREMENTS AND CONDITIONS

ALL PROPOSALS MUST BE MADE IN ACCORDANCE WITH THE FOLLOWING INSTRUCTIONS:

SECTION 200.1 Presentation of Bids

A. Bids shall be presented on the forms issued with the specifications. Special lease or rental bids may be presented on vendor's forms. All blanks shall be properly filled in. Live signatures are required. Any alterations, erasures shall be initialed by bidder. The bid form shall be executed to show the amount bid. The total amount of the bid submitted shall be typed, or clearly printed in ink, in both written and numerical figures on the bid form and summary.

B. Bids shall be received at the Office of the Director of Purchasing, (unless otherwise indicated), Delaware State University, 1200 N. DuPont Highway, Dover, Delaware, 19901-2275, not later than the time state in the advertisement. Bids will be received in a sealed envelope and plainly marked as follows:

Contract No.:

Name of Bidder:

Date of Opening: April 24, 2015, 3:00 P.M.

C. No responsibility shall be attached to any persons for the premature opening of any bids not properly identified. (See "B" under Paragraph 1).

D. Delaware State University reserves the right to accept, or reject any or all bids either by item, section, job and/or by the total amount proposed is less than the sum of the individual items, sections, or jobs, it will be inferred that a discount was offered as an inducement to award all items, sections, or jobs to the bidder.

SECTION 200.2 Bid Guaranty

A. All bid bids exceeding \$10,000 in cost, shall be accompanied with a bid bond or certified check drawn on a solvent bank or trust company licensed to do business with the State of Delaware unless WAIVED under section titled: "Special Provisions." The bid bond or certified check shall be drawn to the order of the Delaware State University in the amount of at least ten percent (10%) of the total price (including all alternates).

B. Upon the execution of a formal contract and agreement, the Bid Bond will be returned to the successful bidder. The deposits of the unsuccessful bidder will be returned to them immediately upon the awarding of the contract, or the rejection of all bids, but in any event, no later than ninety (90) days after the opening of the bids.

C. Should a successful bidder, on being notified in writing by the University, fail to execute the Notification of Award and Agreement contract and

furnish satisfactory Performance, Labor and Material payment bond (if requested under Special Provisions) within twenty (20) days from date of receipt, the award of the contract may be rescinded and the certified check or bid bond become liable up to the full amount and the bidder liable for any difference in the bid, which the University may be obligated to award to another bidder because of the omission or refusal of the successful bidder to execute the contract and Performance bond as aforesaid.

D. If no award contract is made, all checks will be returned to the depositor within ninety days of the opening bid.

SECTION 200.3 Bid Withdrawal

A. A bidder may withdraw his bid after it has been deposited with the University if such request is made prior to the time set for the opening of the bid.

B. Any bidder exercising the privilege of withdrawing his bid (bids) waives all claims that may arise should it be found that his opened bid is for any reason, unacceptable to the University.

SECTION 200.4 Bid Openings

A. Bids will be opened publicly and read at the place designated by the University, on the date and at the hour set forth in the advertisement. Bidders or their authorized representatives are invited to be present.

B. Bids received after the time set for the public opening will not be given consideration and will be returned, unopened, to the bidder.

SECTION 200.5 Rejection of Bids

Any one (1) or more of the following causes may be considered sufficient reason for the disqualification of a bidder and the rejection of his bid:

A. Evidence of collusion among bidders and failure to execute non-collusion statement and execute Order 11246.

B. More than one (1) bid for the same contract from an individual firm, or corporation under the same, or different names (excluding special lease or rental bids). This does not apply to agents, or brokers representing more than one principal, when separate bids are submitted.

C. Unsatisfactory performance record as proven by past experience with the University.

D. Delaware State University may request prospective bidders to answer a questionnaire and file a financial statement containing a complete statement of the bidder's financial ability and experience in performing such work. If the University is not satisfied with the sufficiency of the answers to the questionnaire or financial statements, the owner may refuse the prospective bidder submitting such

unsatisfactory answers access to the plans and specifications for the work and the bid of any such bidder may be disregarded.

E. Unit prices are obviously unbalanced either in excess, or below reasonable cost analysis value and/or in excess of the budget.

F. Any unauthorized additions, interlineations, conditioned or alternate bids, or irregularities of any kind which may tend to make the bid incomplete, indefinite, or ambiguous in meaning.

G. Lack of bid bond or certified check accompanying bids exceeding \$10,000 in cost unless waived under "Special Provisions."

H. Delaware State University reserves the right to waive any informalities in bids received and to accept or reject any or all items bid.

I. Failure to submit with bid, the latest manufacturer's technical specifications on substitutions or "or equal" products.

SECTION 200.6 Notification of Award and Agreement

A. Upon notification by Delaware State University that the bid has been accepted, the successful bidder shall agree to execute a formal contract (bids of \$10,000 or over), within twenty (20) days, with the University, embodying the bid which he has submitted consistent with the specifications, terms and conditions provided (and provide Performance, Labor & Material payment bonds if required under special provisions). Such contract shall make provisions for all Federal, State and City antipollution, conservation and environmental protection ordinances, rules and regulations which will be involved in the execution of the contract. The cost for any anti-pollution, conservation or environmental protection control activity that is not specified in the contract, or otherwise provided for, but becomes necessary, or is deemed desirable by the University after contract has been awarded, shall be paid in accordance with Section 6904 (E) of the Delaware Code.

B. The notification of award and agreement shall not be considered final until a purchase order has been approved by the University and received by the successful bidder.

C. The University reserves the right to award this contract to more than one vendor pursuant to 29 Del.

C. §6926. The University reserves the right to reject any or all bids in whole or in part, to make multiple awards, partial awards, award by types, item by item, or lump sum total, whichever may be most advantageous to the University.

SECTION 200.7 Termination of Contract

A. Delaware State University reserves the right to annul any contract if, in its opinion, there is failure at any time to perform adequately the stipulations of this invitation to bid, and/or the general conditions, special provisions and detailed specifications which are attached and made part of this bid, or in any case of any attempt to willfully impose upon the University materials, products, workmanship or service which is, in the opinion of the University, of an unacceptable quality.

SECTION 200.8 Performance, Labor & Material Payment Bond

A. The successful bidder will (when requested under Section: "Special Provisions") be required to furnish satisfactory bonds for the faithful Performance, Labor & Material payment, guarantee periods and the satisfactory completion of all work as specified.

B. The bonds shall be paid for by the contractor and shall cover the total amount of the contract price. Bonds must accompany the executed contract award and agreement.

C. Failure to submit properly executed bonds within twenty (20) days may result in the University awarding contract to the next lowest responsible bidder.

SECTION 200.9 Non-Collusion Statement

A. Delaware State University requires a sworn statement to accompany all bids, executed by, or on the behalf of the person, or corporation submitting the bid, certifying that such person, or corporation has not either directly, or indirectly participated in any collusion with such contract. The form for this sworn statement is included herein and must accompany bids being submitted.

SECTION 200.10 Compliance Certificate

A. In compliance with the applicable requirements of Executive Order No. 11246, all bidders submitting bids exceeding \$10,000 shall properly execute the "General Compliance Certificate and Agreement of Vendors and Subcontractors" form submitted herein. The form must accompany bids being submitted.

SECTION 300.00 GENERAL CONDITIONS

SECTION 300.1 Interpretation of Estimates

A. The estimate of quantities given in the bid are considered approximate and given as a basis for comparison of bids. Delaware State University reserves the right to increase, or decrease the quantity of any item as deemed necessary.

SECTION 300.2 Prices Quoted

A. Items covered by this bid are exempt of all Federal State taxes. Such taxes shall not be included in prices quoted.

B. Prices quoted shall include F.O.B. Delaware State University freight prepaid, installed as directed and all charges imposed during the life of the contract.

C. Bids submitted by the bidder shall be binding for a period of ninety (90) days from the opening date of bid unless requested for an additional period of time under "Special Provisions."

D. Delaware State University does receive Federal Grants; therefore, all bidders should keep in mind that the University is entitled to the privilege of using GSA contracts.

SECTION 300.3 Use of Trade Names

A. In every case where a trade name is used for the purpose of identification and simplifications, it shall be understood that merchandise of equal quality and similar features will be subject to acceptance by Delaware State University. However, Delaware State University reserves the right to make the final determination as to whether or not the merchandise offered is in fact of equal quality with similar features.

SECTION 300.4 Or Equal Bids

A. Substitution of products offered by bidders other than specified, may be considered, provided the bidder furnishes (with his bid) the manufacturer's latest brochure, which shall contain complete specifications to enable Delaware State University to compare and determine if article (s) and/or services offered comply with the intent of the specifications herein and will be satisfactory for the work to be accomplished. Failure to provide this information with the bid may result in rejection of bid. Delaware State University shall be the sole judge of equivalencies.

SECTION 300.5 Merchandise Sample

A. Before any contract is awarded, the successful bidder will (when requested under "Special Provisions") furnish a complete statement of the origin, composition, manufacturer and sample of any or all materials or items used in the contract for the purpose of evaluating and testing.

SECTION 300.6 Warranty

A. Bidders shall include their bid, a statement on conditions and terms of warranty of all items and/or services to be provided.

B. Defects occurring during the warranty period shall be made good and/or corrected by the contractor without cost to Delaware State University.

C. The contractor must submit warranty to the University that all materials and equipment furnished under this contract will be new unless otherwise specified, and that all work be of good quality, free from faults and defects and in conformance with the specifications.

D. Verification and inspection upon delivery of materials or services (s) will be performed by representatives of the University and will be rejected if found defective in any way, and not conforming with specifications.

SECTION 300.7 Delivery

A. Time is of the essence and may be a factor considered in making the award. List delivery and/or completion date in indicated space on bid form.

B. The bidder agrees to deliver all equipment and/or perform all work in accordance with its specifications.

C. All cartons and packages being delivered directly or indirectly to the University shall show identifying purchase order number and contain a packing list indicating quantities being shipped. Deliveries must be made to location indicated on purchase order.

SECTION 300.8 Liquidated Damages

A. If requested under section "Special Provisions" a designated sum will be deducted by Delaware State University from monies due vendor, not as a penalty, but as liquidated damages for failure to deliver/complete within the time limit specified. Saturdays, Sundays and state legal holidays will be excluded from the computations for the assessment of liquidated damages.

SECTION 300.9 Laws to be Observed

A. The Contractor is presumed to know and shall strictly comply with all national, state and county laws and city or town ordinances and regulations in any manner affecting the conduct of the work or delivery. The Contractor shall indemnify and save harmless the State of Delaware, Delaware State University and all officers, agents and servants thereof against any claim of liability arising from or based upon the violation of any such laws, ordinances, regulations, orders or decrees whether by himself or his employees.

B. All necessary permits, licenses, insurance policies, etc., required by local state or federal laws shall be provided by the contractor at his/her own expense and shall be made available for inspection upon request by authorized personnel of Delaware State University.

SECTION 300.10 Contract Documents

A. The complete specifications together with all addenda shall be accepted by parties to the contract and bound for the execution of the work herein contemplated and required.

B. Delaware State University reserves the right to recall plans and specifications at any time before or after bids are received, in which case all plans and specifications must be immediately returned to the University.

SECTION 300.11 Obligation of Bidder

A. Before submitting bids, bidder shall inform themselves fully of the nature of the work by personal examination of the site, the drawings, and specifications and by such other means as they consider necessary as to matters, conditions and considerations bearing on or in any way affecting the preparation of their bids and the contract. They shall not at any time after submitting their bid, dispute or complain of such drawings or the specifications and the general conditions, nor assert that there is any misunderstanding in regard to the location, extent or nature of work to be performed.

SECTION 300.12 Billing

A. The successful bidder(s) are required to bill upon completion, delivery, and installation as specified. All invoices must be identified by the approved purchase order received and be forwarded to:

Delaware State University
Accounts Payable
1200 N. DuPont Highway
Dover, DE 19901-2275

SECTION 300.13 Terms of Payment

A. Delaware State University will authorize and process invoices properly identified by a valid purchase order for payment normally with thirty (30) days after date of receipt, completion of services, UNLESS vendor indicates a discount for prompt payment. Such discounts for prompt payment must be clearly indicated on all invoices. Failure to properly identify invoices with a valid purchase order number will result in payment being withheld until such time invoice is identified and/or all changes have been authorized in writing.

B. Delaware State University may make partial payment on any Contract provided Contractor complies with all General Terms of Condition as stated herein.

SECTION 300.14 Funding Out

A. The continuation of this contract is contingent upon funding appropriation by the Delaware General Assembly and/or funding duly authorized by the Delaware State University Board of Trustees.

SECTION 400.00 SPECIAL PROVISIONS:

The following “Special Provisions” shall be considered by all Bidders as part of this Contract:

- 400.0 BID OPENING, TIME AND PLACE: All bids must be received no later than 3:00 P.M., April, 24 2015. Bids received after this time and date will not be accepted. Bids will be received by the Office of Purchasing, Room 321, of the Administration Building, Delaware State University, 1200 N. DuPont Highway, Dover, DE 19901-227, and will be publicly opened at the time and date indicated above.
- 400.1 CONTRACT REQUIREMENTS: This contract will be issued to provide Marketing, Advertising and Design Services for Delaware State University.
- 400.2 CONTRACT PERIOD: The contract for the goods and/or services herein shall be valid for the agreed upon period of the deliverables.
- 400.3 POINT OF CONTACT: The sole point of contact for purposes of this Invitation to Bid (RFP) is Jessica Wilson, Delaware State University, (302) 857-6272. Any and all changes or modifications affecting this contract in any matter shall be subject to written approval of the Purchasing Department.
- 400.4 PRICES: Prices shall remain firm until all of the terms and conditions contained herein are satisfied or unless further negotiations are deemed necessary by Delaware State University. The prices quoted are those for which the material will be furnished F.O.B. Delaware State University and include all charges that may be imposed during the period of the contract.
- The pricing policy that you choose to submit must address the following concerns
- a. The structure must be clear, accountable and auditable.
 - b. It must cover the full spectrum of services required.
 - c. Costs and compensation must be consistent with the rates established or negotiated as a result of this RFP or P.O. issued based on this contract.
- 400.5 BID BOND REQUIREMENTS: Waived
- 400.6 PERFORMANCE BOND REQUIREMENTS: Waived
- 400.7 BASIS OF AWARD: This contract shall be awarded to the most responsible bidder(s) who best meets the requirements of the University and the terms and conditions of the Proposal. Delaware State University reserves the right to make a multiple awards on this Contract. See Scope of Work Section for grading criteria.
- 400.8 PRE-BID MEETING: Waived
- 400.9 DELAWARE BUSINESS LICENSE: All firms must have a Delaware business license as required by Delaware Code, Title 30, Section 2102.
- 401.0 HOLD HARMLESS: The vendor shall agree by offering a bid on this contract, that they shall indemnify and hold the State of Delaware and Delaware State University harmless from and against any and all claims for injury, loss of life, or damage to, or loss of property caused, or alleged to be caused, by acts of omissions of the vendor, its employees, and invitees on or about the premises and which arise out of the vendor’s performance, or failure to perform as required by the University in this agreement.
- 401.1 NON-PERFORMANCE: **In the event the vendor does not fulfill its obligations under the terms and conditions of this contract due, the ordering department may purchase any equivalent product and/or service on the open market. Any differences in the cost between the contract prices herein and the prices herein and the price of the open market shall be the responsibility of the vendor. Under no circumstances shall monies be due to the vendor in the event the open market products can be obtained below contract cost. Any monies charged to the vendor may be deducted from an open invoice.**

- 401.2 FORCE MAJEURE: Neither the vendor nor the University shall be held liable for non-performance under the terms and conditions of this contract due, but not limited to, government restriction, strike, flood, fire, or unforeseen catastrophe beyond either party's control. Each party shall notify the other of any situation that may prevent performance under the terms and conditions of this contract.
- 401.3 BID/CONTRACT EXECUTION: Both non-collusion statement and the compliance certificate that is enclosed with this Invitation to Bid and the contract form delivered to the successful bidder for signature **MUST** be executed by a representative who has the legal capacity to enter the organization into a formal contract with Delaware State University.

The following "Special Provisions" shall be considered by all Bidders as part of the Contract:

- 401.4 AMENDMENTS: The University reserves the right to amend this RFP at any time prior to the opening date. Addendums, if necessary, will be issued a minimum of three (3) days prior to the date of opening via certified mail or fax to all prospective offerors who have picked up or were mailed specifications. All amendments issued by the University must be acknowledged as to the receipt of the same. Each amendment will provide a space for signature to acknowledge receipt. This signed amendment must be included in your bid package. **Failure to include this acknowledgement may be basis for rejection of the bid.**
- 401.5 PUBLIC INFORMATION: Offerors must give specific attention to the identification of any portion of their bid that they deem confidential or proprietary information. This information is usually restricted to financial statements, patent or copyright information, or information concerning personnel which is considered confidential.
- 401.6 SITE INVESTIGATION: As applicable, offerors are expected to inspect the sites where services are requested and satisfy themselves as to all general and local conditions that may affect or impact the cost of the contract. Under no circumstances, will failure to inspect the site (s) constitute grounds for any claim, or additional costs after the award of the contract.
- 401.7 TERMINATION FOR CONVENIENCE: Contracts shall remain in effect for the time period and quantity specified unless the contract is terminated by Delaware State University. The University may terminate the contract at any time by giving written notice of such termination and specifying the effective date thereof, at least sixty (60) days before the effective date of termination.
- 401.8 TERMINATION FOR CAUSE: If, for any reasons, or through any cause, the Contractor fails to fulfill in timely and proper manner its obligations under this Contract, or if the Contractor violates any of the covenants, agreements, or stipulations of this Contract, Delaware State University shall thereupon have the right to terminate this contract by giving written notice to the Contractor of such termination and specifying the effective date thereof, at least 5 days before the effective date of such termination. In that event, all finished or unfinished documents, data, studies, surveys, drawings, maps, models, photographs, and reports or other material prepared by the Contractor under this Contract shall, at the option of Delaware State University, become its property, and the Contractor shall be entitled to receive just and equitable compensation for any satisfactory work completed on such documents and other materials which is usable to Delaware State University.
- 401.9 AUTHORITY OF DELAWARE STATE UNIVERSITY: On all questions concerning the interpretation of specifications, the acceptability and quality of material furnished and/or work performed, the classification of material, the execution of the work, and the determination of payment due or to become due, the decision of Delaware State University shall be final and binding.
- 402.0 MOST FAVORED CUSTOMER: The contractor shall not offer to others prices lower than those provided in the contract, or if lower prices are offered they must also apply to the subject contract.
- 402.1 SHIPPING TERMS: F.O.B. destination; freight prepaid.
- 402.2 OWNERSHIP OF INTELLECTUAL PROPERTY: All copyright and patent rights to all papers, reports, forms, advertising & design materials & artwork (native files), market research studies & findings, documents related to campaigns, marketing, branding and media planning, creations, or inventions created or developed in the performance of this contract shall become the sole property of Delaware State University. On request, the contractor shall promptly

provide an acknowledgment or assignment in a tangible form satisfactory to Delaware State University to evidence the University's sole ownership of specifically identified intellectual property created or developed in the performance of the contract.

- 402.3 EXCEPTIONS: Offerors may elect to take minor exception to the terms and conditions of this RFP. Delaware State University will evaluate each exception according to the intent of the terms and conditions contained herein, but Delaware State University shall reject exceptions that do not conform to the University's bid law and/or create inequality in the treatment of offerors. Exceptions shall be considered only if they are submitted with the proposal or before the date and time of the proposal opening.
- 402.4 FORMAL CONTRACT AND/OR PURCHASE ORDER: No employee of the Contractor(s) is to begin any work prior to receipt of a Delaware State University Purchase Order signed by authorized representatives of the University requesting service, properly processed through the University's Accounting Office. An email, purchase order, telephone call, fax or credit card shall serve as the authorization to proceed with work in accordance with the bid specifications and the special instructions, once it is received by the Contractor(s).

SECTION 500.00 SPECIFICATIONS:

All work/Material (s)/services under this Contract MUST MEET OR EXCEED THE FOLLOWING MINIMUM ACCEPTABLE SPECIFICATIONS:

- 500.1 COMPLIANCE: Unless the offer expressively states otherwise, the offerors agrees to comply with all terms, conditions, special provisions, specifications, and addendums of this contract. Any or all exceptions must be clearly identified in the proposal.
- 500.2 NON-DISCRIMINATION/EQUAL OPPORTUNITY/AFFIRMATIVE ACTION: The policy of the University, both traditionally and currently, is that discrimination against any individual, for reason of race, color, creed, national origin, sex, handicap, or age, is specifically prohibited. Accordingly, the University uses as one of its purchasing criteria, the affirmative action of its vendors in providing equal employment opportunities for all minority groups.
- 500.3 ASSIGNMENT: Neither party may assign or subcontract any of its rights or obligations under the contract in whole or in part. Any attempted assignment under the contract shall be void and of no effect.
- 500.4 BID/PROPOSAL SUBMITTAL: All bids or proposals must be submitted in the envelope provided with this package. Take care to identify your firm in the space provided on the face of the envelope. Envelopes must be sealed and submitted on or before the date and time specified herein.
- 500.5 SPECIFICATIONS: The successful bidder (s) shall provide the following items, meeting at a minimum the specifications/scope of work as listed:

SPECIFICATIONS:

- 501.0 SCHEDULE FOR PERFORMANCE OF WORK: All work described in these specifications shall be completed with reasonable promptness. As used in this Section, Delaware State University shall be the sole judge of the term "reasonable". If the Contractor does not begin the work in a reasonable amount of time, they will be notified that if they fail to initiate the work promptly, the contract may be terminated and Delaware State University will forthwith proceed to collect for nonperformance of work.
- 501.1 TIME OF PERFORMANCE: The services of the Contractor are to commence after receipt of a purchase order, and shall be undertaken and completed in such sequence as to assure their expeditious completion in the light of the purposes of the contract, but in any event all of the services required hereunder shall be completed no later than the time periods set out in any schedule contained in the project Scope of Work. Any such schedule shall be maintained by the Contractor unless amended, in writing, by both parties.
- 501.2 PERSONNEL:
- a. The Contractor represents that they have, or will secure at their own expense, all personnel required to perform the services required under this contract.

b. All of the services required hereunder shall be performed by the Contractor or under its direct supervision, and all personnel engaged in the work shall be fully qualified and shall be authorized under State and local law to perform such services.

c. None of the work or services covered by this contract shall be subcontracted without the prior written approval of the State.

501.3 METHOD OF PAYMENT:

a. For each P.O. issued as part of this contract, Delaware State University will pay contractor monthly, within thirty (30) days of receipt of the Contractor's billing, the amount which is legitimately earned by the Contractor, and supported by payroll data and an itemized accounting of reasonable reimbursable direct non-salary costs. A current progress report of the work shall accompany each billing to include billable hours.

b. No premium time for overtime will be paid without prior written authorization. Indirect overhead cost shall not be applied to the premium portion of the overtime.

c. Charges exceeding the estimate amount may not be billed without prior written authorization from Delaware State University.

501.4 CHANGES: Both parties may, from time to time, require changes in the services to be provided by the Contractor under the Scope of Work. Such changes, including any increase or decrease in the amount of the Contractor's compensation, which are mutually agreed upon by and between Delaware State University and the Contractor shall be incorporated in written amendments to the Purchase Order.

501.5 PUBLICATION, REPRODUCTION AND USE OF MATERIAL: No material produced in whole or part under this contract shall be subject to copyright in the United States or in any other country. Delaware State University shall have unrestricted authority to publish, disclose, distribute and otherwise use, in whole or in part, any reports, data, or other materials prepared under this contract; provided, however, that Delaware State University agrees not to use any design or engineering plans prepared by the Contractor for anything other than their intended purpose under this Contract. The Contractor shall have the right to publish any and all scientific findings. Appropriate acknowledgment and credit for Delaware State University's support shall be given in the publication.

501.6 AUDIT ACCESS TO RECORDS: The Contractor shall maintain books, records, documents, and other evidence pertaining to this Contract to the extent and in such detail as shall adequately reflect performance hereunder. The Contractor agrees to preserve and make available to Delaware State University, upon request, such records for a period of five (5) years from the date services were rendered by the Contractor. Records involving matters in litigation shall be retained for one (1) year following the termination of such litigation. The Contractor agrees to make such records available for inspection, audit, or reproduction to any official Delaware State University representative in the performance of his/her duties under the Contract. Upon notice given to the Contractor, representatives of Delaware State University or other duly authorized State or Federal agency may inspect, monitor, and/or evaluate the cost and billing records or other material relative to this Contract. The cost of any Contract audit disallowances resulting from the examination of the Contractor's financial records will be borne by the Contractor. Reimbursement to Delaware State University for disallowances shall be drawn from the contractor's own resources and not charged to Contract cost or cost pools indirectly charging Contract costs.

501.7 AMENDMENTS: This contract may be amended, in writing, by mutual agreement of the parties.

501.8 WORK PRODUCT AND FILES: Any and all work product to include electronic files, documents, web production, etc. are considered property of Delaware State University. All native, print and web-ready files must be provided to the University upon completion of each P.O.

REFERENCES:

Please provide the name, address and business contact for three (3) accounts that you provide similar services to in the State of Delaware or elsewhere.

Business: _____ Representative: _____

Address: _____ Telephone Number: _____

City/State: _____

Business: _____ Representative: _____

Address: _____ Telephone Number: _____

City/State: _____

Business: _____ Representative: _____

Address: _____ Telephone Number: _____

City/State: _____

Delaware State University

Marketing, Advertising and Design Services – DSU at Wilmington

Contract No. 15-04-07-02

Vendor

Authorized Signature/Date

Address

Printed Name

City, State Zip Code

Telephone Number

Fax Number

E-Mail Address

Federal EI Number